

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-43 (Canceled)

44. (new) A method for implementing an information distribution campaign for delivering advertising to end users of a data network, the data network including at least one server system, and including at least one client system associated with an end user, the method comprising:

identifying keywords relating to a first information distribution campaign;

determining campaign information which includes the identified keywords, the campaign information being provided by an entity other than the end user of the client system;

identifying a first document, the first document including a first portion of content for display on a client system;

selecting, using the campaign information, specific original content of the first portion of content of the first document to be converted to one or more links to one or more uniform resource locators (URLs), the specific original content including one or more words of text matching at least one keyword from the campaign information;

performing markup operations on a first portion of specific original content to thereby convert the first portion of specific original content into a first link to a first URL, the first link including a first portion of marked up content;

displaying the first link at the client system, wherein the display of the first link includes display of the first portion of marked up content;

detecting an occurrence of a first event associated with a location of a cursor at the client system being positioned over a portion of the displayed first link; and

automatically displaying, in response to detection of the first event, a first overlay advertising impression at the client system, the first overlay advertising impression including advertising information comprising a second portion of displayed content which is different from the first portion of displayed marked up content.

45. (new) The method of claim 44 further comprising:
detecting an occurrence of a second event relating to a cursor click on a portion of the displayed first link; and

initiating, in response to detection of the second event, a request for accessing information associated with the first URL.

46. (new) The method of claim 44 wherein the first event relates to a cursor click on a portion of the displayed first link.

47. (new) The method of claim 44 wherein the first event relates to a cursor hovering over a portion of the displayed first link.

48. (new) The method of claim 44:
wherein the first portion of specific original content includes a first word of text;
wherein the first portion of displayed marked up content includes the first word of text.

49. (new) The method of claim 44:
wherein the first portion of specific original content includes a first word of text, the first word of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first word of text which has been modified for display in accordance with a second display format which has a different visual appearance than the first original display format.

50. (new) The method of claim 44:
wherein the first portion of specific original content includes a first string of text, the first string of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first string of text which has been modified for display in accordance with a second display format which has a different visual appearance than the first original display format.

51. (new) The method of claim 44:
wherein the first portion of specific original content includes a first string of text, the first string of text being associated with a first original display format;

wherein the first portion of displayed marked up content includes the first string of text which has been modified for display in accordance with a second display format which has a different visual appearance than the first original display format; and

wherein the first string of text includes at least one identified keyword and at least one word that does not correspond to an identified keyword.

52. (new) The method of claim 44 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content.

53. (new) The method of claim 44 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content; and

wherein the at least a portion of additional content includes audio content.

54. (new) The method of claim 44 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content; and

wherein the at least a portion of additional content includes video content.

55. (new) The method of claim 44 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content; and

wherein the at least a portion of additional content includes text content obtained from the campaign information.

56. (new) The method of claim 44 wherein the advertising information displayed in the first overlay advertising impression includes a second link to a second URL.

57. (new) The method of claim 44 wherein the advertising information displayed in the first overlay advertising impression includes a second link to a second URL different from the first URL.

58. (new) The method of claim 44:

wherein the advertising information displayed in the first overlay advertising impression includes a second link to a second URL; and

wherein the advertising information displayed in the first overlay advertising impression includes a third link to a third URL different from the second URL.

59. (new) The method of claim 44 wherein the advertising information displayed in the first overlay advertising impression is devoid of a link to a URL.

60. (new) The method of claim 44 wherein the advertising information displayed in the first overlay advertising impression is devoid of a link to the first URL.

61. (new) The method of claim 44 wherein the second portion of displayed content includes additional descriptive information relating to the displayed first link.

62. (new) The method of claim 44:
wherein the second portion of displayed content includes additional descriptive information relating to the displayed first link; and
wherein the second portion of displayed content is not configured as a link to a URL.

63. (new) The method of claim 44:
wherein the second portion of displayed content includes additional descriptive information relating to the displayed first link;
wherein the second portion of displayed content is not configured as a link to a URL;
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

64. (new) The method of claim 44:
wherein the second portion of displayed content is configured as a link to a second URL;
and
wherein the advertising information displayed in the first overlay advertising impression further includes additional advertising content different from the first portion of displayed marked up content and different from the second portion of displayed content.

65. (new) The method of claim 44:

wherein the second portion of displayed content is not configured as a link to the first URL.

66. (new) The method of claim 44:

wherein the second portion of displayed content is not structured as a hyperlink to a URL.

67. (new) The method of claim 44 further comprising:

identifying, using information associated with the first information distribution campaign, advertising content which is contextually related to the first portion of marked up content; and
dynamically generating the advertising information displayed in the first overlay advertising impression to include at least a portion of the identified advertising content.

68. (new) The method of claim 44 further comprising:

identifying, using information associated with the first information distribution campaign, advertising content which is contextually related to the first portion of marked up content;
dynamically generating the advertising information displayed in the first overlay advertising impression to include at least a portion of the identified advertising content;
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

69. (new) The method of claim 44:

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format; and

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format different from the first display format.

70. (new) The method of claim 44, wherein the specific original content includes at least one original link including a first original link to a specific URL, the method further comprising:

displaying the first original link at the client system in accordance with a first display format; and

displaying the first link at the client system in accordance with a second display format different from the first display format;

wherein a visual appearance of the displayed formatting of the first link is different from a visual appearance of the displayed formatting of the first original link.

71. (new) The method of claim 44:

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format corresponding to a single underline formatting style; and

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format corresponding to a double underline formatting style.

72. (new) The method of claim 44 wherein the specific original content includes at least one original link including a first original link to a specific URL, the method further comprising:

displaying the first original links using single underline formatting

displaying marked-up links using double under formatting

73. (new) The method of claim 44 wherein the displayed first overlay advertising impression is displayed via a pop-up window.

74. (new) The method of claim 44 wherein the displayed first overlay advertising impression is displayed via a pop-up layer.

75. (new) The method of claim 44 wherein displayed first overlay advertising impression is displayed via a tool-tip layer

76. (new) The method of claim 44 wherein displayed first overlay advertising impression is displayed via a cursor hover-over layer.

77. (new) The method of claim 44 wherein the advertising information displayed in the first overlay advertising impression includes dynamically served advertising information.

78. (new) The method of claim 44:

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format;

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format different from the first display format; and

wherein the advertising information displayed in the first overlay advertising impression includes dynamically served advertising information.

79. (new) The method of claim 44 wherein the advertising information displayed in the first overlay advertising impression includes dynamically served advertising information contextually related to the first portion of displayed marked up content.

80. (new) The method of claim 44 further comprising:

generating dynamically served advertising information to be included in the first overlay advertising impression.

81. (new) The method of claim 44 further comprising:

generating dynamically served advertising information for display in the first overlay advertising impression; and

displaying at least a portion of the dynamically served advertising information in the display of the first overlay advertising impression.

82. (new) The method of claim 44 wherein the additional advertising information includes a dynamically served banner ad.

83. (new) The method of claim 44 wherein the displayed first overlay advertising impression corresponds to a pop-up layer which includes dynamically served advertising content.

84. (new) The method of claim 44 wherein the displayed first overlay advertising impression corresponds to a pop-up layer which includes promotional advertising information and further includes a plurality of links to multiple destination.

85. (new) The method of claim 44 wherein the advertising information includes at least a portion of content obtained from the campaign information.

86. (new) The method of claim 44 wherein the second portion of displayed content includes at least a portion of the campaign information.

87. (new) The method of claim 44:
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

88. (new) The method of claim 44:
wherein the first portion of specific original content includes a first word of text, the first word of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first word of text which has been modified for display in accordance with a second display format which has a different visual appearance than the original display format;
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

89. (new) The method of claim 44:
wherein the campaign information includes a first text string provided by the entity, the first text string being devoid of any of the identified keywords; and
wherein the second portion of displayed content includes the first text string.

90. (new) The method of claim 44:
wherein the campaign information includes a first text string provided by the entity, the first text string includes text which is different from the identified keywords;
wherein the second portion of displayed content includes the first text string;
wherein the displayed first overlay advertising impression corresponds to a pop-up layer;
and

wherein the displaying of the first overlay advertising impression at the client system includes displaying the first text string and displaying at least one identified keyword which matches at least one of the one or more words of text of the specific original content.

91. (new) The method of claim 44:

wherein the campaign information includes a first text string provided by the entity, the first text string includes text which is different from the identified keywords;

wherein the second portion of displayed content includes the first text string;

wherein the displayed first overlay advertising impression corresponds to a pop-up layer;

wherein the displaying of the first overlay advertising impression at the client system includes displaying the first text string and displaying at least one keyword which matches at least one of the one or more words of text of the specific original content; and

wherein the first portion of displayed marked up content includes at least one identified keyword and at least one word that does not correspond to an identified keyword.

92. (new) The method of claim 44 further comprising:

tracking information relating to identities of one or more words of text of the original content which have been converted into marked-up content and displayed at the client system.

93. (new) The method of claim 44 further comprising:

tracking information relating to occurrences of cursor clicks on marked up content displayed at the client system.

94. (new) The method of claim 44 further comprising:

tracking information relating to overlay advertising impressions displayed at the client system.

95. (new) The method of claim 91 further comprising:

tracking information relating to overlay advertising impressions displayed at the client system.

96. (new) The method of claim 44 further comprising:

tracking information relating to occurrences of overlay advertising impressions displayed at the client system in response to user activities at the client system.

97. (new) A system for implementing an information distribution campaign for delivering advertising to end users of a data network, the data network including at least one client system associated with an end user, the system comprising:

at least one processor;

at least one interface operable to provide a communication link to at least one network device; and

memory;

the system being operable to:

identify keywords relating to a first information distribution campaign;

determine campaign information which includes the identified keywords, the campaign information being provided by an entity other than the end user of the client system;

identify a first document, the first document including a first portion of content for display on a client system;

select, using the campaign information, specific original content of the first portion of content of the first document to be converted to one or more links to one or more uniform resource locators (URLs), the specific original content including one or more words of text matching at least one keyword from the campaign information;

perform markup operations on a first portion of specific original content to thereby convert the first portion of specific original content into a first link to a first URL, the first link including a first portion of marked up content;

display the first link at the client system, wherein the display of the first link includes display of the first portion of marked up content;

detect an occurrence of a first event associated with a location of a cursor at the client system being positioned over a portion of the displayed first link; and

automatically display, in response to detection of the first event, a first overlay advertising impression at the client system, the first overlay advertising impression including advertising information comprising a second portion of displayed content which is different from the first portion of displayed marked up content.

98. (new) The system of claim 97 being further operable to:

detect an occurrence of a second event relating to a cursor click on a portion of the displayed first link; and

initiate, in response to detection of the second event, a request for accessing information associated with the first URL.

99. (new) The system of claim 97 wherein the first event relates to a cursor click on a portion of the displayed first link.

100. (new) The system of claim 97 wherein the first event relates to a cursor hovering over a portion of the displayed first link.

101. (new) The system of claim 97:
wherein the first portion of specific original content includes a first word of text;
wherein the first portion of displayed marked up content includes the first word of text.

102. (new) The system of claim 97:
wherein the first portion of specific original content includes a first word of text, the first word of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first word of text which has been modified for display in accordance with a second display format which has a different visual appearance than the first original display format.

103. (new) The system of claim 97:
wherein the first portion of specific original content includes a first string of text, the first string of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first string of text which has been modified for display in accordance with a second display format which has a different visual appearance than the first original display format.

104. (new) The system of claim 97:
wherein the first portion of specific original content includes a first string of text, the first string of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first string of text which has been modified for display in accordance with a second display format which has a different visual appearance than the first original display format; and

wherein the first string of text includes at least one identified keyword and at least one word that does not correspond to an identified keyword.

105. (new) The system of claim 97 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content.

106. (new) The system of claim 97 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content; and

wherein the at least a portion of additional content includes audio content.

107. (new) The system of claim 97 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content; and

wherein the at least a portion of additional content includes video content.

108. (new) The system of claim 97 wherein the displayed advertising information includes at least a portion of additional content which is not included in the first portion of displayed marked up content; and

wherein the at least a portion of additional content includes text content obtained from the campaign information.

109. (new) The system of claim 97 wherein the advertising information displayed in the first overlay advertising impression includes a second link to a second URL.

110. (new) The system of claim 97 wherein the advertising information displayed in the first overlay advertising impression includes a second link to a second URL different from the first URL.

111. (new) The system of claim 97:

wherein the advertising information displayed in the first overlay advertising impression includes a second link to a second URL; and

wherein the advertising information displayed in the first overlay advertising impression includes a third link to a third URL different from the second URL.

112. (new) The system of claim 97 wherein the advertising information displayed in the first overlay advertising impression is devoid of a link to a URL.

113. (new) The system of claim 97 wherein the advertising information displayed in the first overlay advertising impression is devoid of a link to the first URL.

114. (new) The system of claim 97 wherein the second portion of displayed content includes additional descriptive information relating to the displayed first link.

115. (new) The system of claim 97:
wherein the second portion of displayed content includes additional descriptive information relating to the displayed first link; and
wherein the second portion of displayed content is not configured as a link to a URL.

116. (new) The system of claim 97:
wherein the second portion of displayed content includes additional descriptive information relating to the displayed first link;
wherein the second portion of displayed content is not configured as a link to a URL;
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

117. (new) The system of claim 97:
wherein the second portion of displayed content is configured as a link to a second URL;
and
wherein the advertising information displayed in the first overlay advertising impression further includes additional advertising content different from the first portion of displayed marked up content and different from the second portion of displayed content.

118. (new) The system of claim 97:
wherein the second portion of displayed content is not configured as a link to the first URL.

119. (new) The system of claim 97:

wherein the second portion of displayed content is not structured as a hyperlink to a URL.

120. (new) The system of claim 97 being further operable to:

identify, using information associated with the first information distribution campaign, advertising content which is contextually related to the first portion of marked up content; and

dynamically generate the advertising information displayed in the first overlay advertising impression to include at least a portion of the identified advertising content.

121. (new) The system of claim 97 being further operable to:

identify, using information associated with the first information distribution campaign, advertising content which is contextually related to the first portion of marked up content;

dynamically generate the advertising information displayed in the first overlay advertising impression to include at least a portion of the identified advertising content;

wherein the campaign information includes a first text string provided by the entity; and

wherein the second portion of displayed content includes the first text string.

122. (new) The system of claim 97:

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format; and

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format different from the first display format.

123. (new) The system of claim 97, wherein the specific original content includes at least one original link including a first original link to a specific URL, the system being further operable to:

display the first original link at the client system in accordance with a first display format; and

display the first link at the client system in accordance with a second display format different from the first display format;

wherein a visual appearance of the displayed formatting of the first link is different from a visual appearance of the displayed formatting of the first original link.

124. (new) The system of claim 97:

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format corresponding to a single underline formatting style; and

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format corresponding to a double underline formatting style.

125. (new) The system of claim 97 wherein the specific original content includes at least one original link including a first original link to a specific URL, the system being further operable to:

display the first original links using single underline formatting

display marked-up links using double under formatting

126. (new) The system of claim 97 wherein the displayed first overlay advertising impression is displayed via a pop-up window.

127. (new) The system of claim 97 wherein the displayed first overlay advertising impression is displayed via a pop-up layer.

128. (new) The system of claim 97 wherein displayed first overlay advertising impression is displayed via a tool-tip layer

129. (new) The system of claim 97 wherein displayed first overlay advertising impression is displayed via a cursor hover-over layer.

130. (new) The system of claim 97 wherein the advertising information displayed in the first overlay advertising impression includes dynamically served advertising information.

131. (new) The system of claim 97:

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format;

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format different from the first display format; and

wherein the advertising information displayed in the first overlay advertising impression includes dynamically served advertising information.

132. (new) The system of claim 97 wherein the advertising information displayed in the first overlay advertising impression includes dynamically served advertising information contextually related to the first portion of displayed marked up content.

133. (new) The system of claim 97 being further operable to:

generate dynamically served advertising information to be included in the first overlay advertising impression.

134. (new) The system of claim 97 being further operable to:

generate dynamically served advertising information for display in the first overlay advertising impression; and

display at least a portion of the dynamically served advertising information in the display of the first overlay advertising impression.

135. (new) The system of claim 97 wherein the additional advertising information includes a dynamically served banner ad.

136. (new) The system of claim 97 wherein the displayed first overlay advertising impression corresponds to a pop-up layer which includes dynamically served advertising content.

137. (new) The system of claim 97 wherein the displayed first overlay advertising impression corresponds to a pop-up layer which includes promotional advertising information and further includes a plurality of links to multiple destination.

138. (new) The system of claim 97 wherein the advertising information includes at least a portion of content obtained from the campaign information.

139. (new) The system of claim 97 wherein the second portion of displayed content includes at least a portion of the campaign information.

140. (new) The system of claim 97:
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

141. (new) The system of claim 97:
wherein the first portion of specific original content includes a first word of text, the first word of text being associated with a first original display format;
wherein the first portion of displayed marked up content includes the first word of text which has been modified for display in accordance with a second display format which has a different visual appearance than the original display format;
wherein the campaign information includes a first text string provided by the entity; and
wherein the second portion of displayed content includes the first text string.

142. (new) The system of claim 97:
wherein the campaign information includes a first text string provided by the entity, the first text string being devoid of any of the identified keywords; and
wherein the second portion of displayed content includes the first text string.

143. (new) The system of claim 97:
wherein the campaign information includes a first text string provided by the entity, the first text string includes text which is different from the identified keywords;
wherein the second portion of displayed content includes the first text string;
wherein the displayed first overlay advertising impression corresponds to a pop-up layer;
and
wherein the displaying of the first overlay advertising impression at the client system includes displaying the first text string and displaying at least one identified keyword which matches at least one of the one or more words of text of the specific original content.

144. (new) The system of claim 97:
wherein the campaign information includes a first text string provided by the entity, the first text string includes text which is different from the identified keywords;
wherein the second portion of displayed content includes the first text string;
wherein the displayed first overlay advertising impression corresponds to a pop-up layer;
wherein the displaying of the first overlay advertising impression at the client system includes displaying the first text string and displaying at least one keyword which matches at least one of the one or more words of text of the specific original content; and
wherein the first portion of displayed marked up content includes at least one identified keyword and at least one word that does not correspond to an identified keyword.

145. (new) The system of claim 97 being further operable to:
track information relating to identities of one or more words of text of the original content which have been converted into marked-up content and displayed at the client system.

146. (new) The system of claim 97 being further operable to:
track information relating to occurrences of cursor clicks on marked up content displayed at the client system.

147. (new) The system of claim 97 being further operable to:
track information relating to overlay advertising impressions displayed at the client system.

148. (new) The system of claim 144 being further operable to:
track information relating to overlay advertising impressions displayed at the client system.

149. (new) The system of claim 97 being further operable to:
track information relating to occurrences of overlay advertising impressions displayed at the client system in response to user activities at the client system.

150. (new) A system for implementing an information distribution campaign for delivering advertising to end users of a data network, the data network including at least one client system associated with an end user, the system comprising:

means for identifying keywords relating to a first information distribution campaign;

means for determining campaign information which includes the identified keywords, the campaign information being provided by an entity other than the end user of the client system;

means for identifying a first document, the first document including a first portion of content for display on a client system;

means for selecting, using the campaign information, specific original content of the first portion of content of the first document to be converted to one or more links to one or more uniform resource locators (URLs), the specific original content including one or more words of text matching at least one keyword from the campaign information;

means for performing markup operations on a first portion of specific original content to thereby convert the first portion of specific original content into a first link to a first URL, the first link including a first portion of marked up content;

means for displaying the first link at the client system, wherein the display of the first link includes display of the first portion of marked up content;

means for detecting an occurrence of a first event associated with a location of a cursor at the client system being positioned over a portion of the displayed first link; and

means for automatically displaying, in response to detection of the first event, a first overlay advertising impression at the client system, the first overlay advertising impression including advertising information comprising a second portion of displayed content which is different from the first portion of displayed marked up content;

wherein the specific original content includes at least one original link including a first original link to a specific URL, the first original link having associated therewith a first set of original display format characteristics for use in causing a displayed appearance of the first original link to be in accordance with a first display format;

wherein the first link has associated therewith a second set of original display format characteristics for use in causing a displayed appearance of the first link to be in accordance with a second display format different from the first display format.